I Claim:

- 1. A data file suitable for transmission over a computer network that comprises a first segment having data which results in the delivery of a commercial advertising message when the data file is processed and a second segment comprising data which results in the performance of a musical composition when the data file is executed.
- 2. A data file according to claim 1 in a way file format.
- 3. A data file according to claim 1 in a compressed file format.
- 4. A data file according to claim 3 in an MP3 format.
- 5. A method for distribution of advertising that comprises combining a data file that produces an advertising message when processed with a data file that produces a performance of a musical composition when processed.
- 6. A method according to claim 5 wherein the files are combined by use of a sound editor
- 7. A method according to claim 5 wherein the files are combined by use of a hexadecimal editor.
- 8. A method for distribution of music which comprises providing a server connected to a computer network, permitting message data files to be provided for a fee paid by the party providing the message, purchasing rights to multimedia data files from owners of such rights thereby obtaining licensed data files; combining the licensed data files with message data files to provide combined files and making combined message and licensed data files available to endusers by connection to the network server.
- 9. A method according to claim 8 wherein the multimedia file comprises a musical composition.
- 10. A method according to claim 8 wherein the multimedia data file is an MP3 file comprising a musical composition.

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